

THE CAPITAL JOURNAL

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GOOD WILL A VALUABLE ASSET.

NOW THAT the movement to purchase the Salem Water Company's plant is moribund, the next thing to be done is to get some relief from the present exorbitant water rates. Just what steps to take to accomplish this is up to water consumers, those who pay the bills to decide. We suggest, however, that the simplest way to accomplish this is for the company itself to make a substantial reduction voluntarily.

There was a time when corporations considered that their business was no one else's business, when such men as Vanderbilt, for instance, remarked, when told the public would like to know something concerning his railroads, "The public be d-d."

It was the old plan to keep the curtains of secrecy tightly drawn about corporate business, but that time is past. The successful big corporations of today have learned that the good will of the public is one of the most valuable assets a public service corporation can have.

To obtain this these companies have found that to gain confidence, they must show confidence, that to make the public have faith in them, they must show their faith in the public, and to do this, they must give the affairs of the corporation publicity. This change in policy has been brought about by the fact that some corporations have become so big that no man or set of men can longer finance them, and that the public alone can do so. Hence the big railroads and other big corporations make detailed statements of their business, showing valuations, earnings dividends and all other matters, necessary for the information of the public, that invests its money in their bonds.

A public service corporation of today which is at war with the community or communities with which it does business, is traveling over very thin ice. It is about as safe financially as a powder house in a burning town with the water shut off.

Massachusetts set the example of corporate control by providing a public service commission, with far-reaching power over public utility corporations. Oregon along with many other states, has followed her example, by providing a railroad commission, whose powers were extended by the last legislature to cover practically all public service commissions. This gives the people of Oregon a chance to compel such corporations to come through with information concerning their physical valuations, income, profits, etc., and to regulate and make them reasonable.

This is why The Capital Journal suggests that the Salem Water company takes its patrons into its confidence, shows them its plant valuation, cost of running, receipts and profits, and at the same time voluntarily fixes its rates so they are fair to itself and to its patrons. If the good will of the public is worth having, it is worth earning. The Salem Water company has to depend on Salem for its patronage, just as much as the Salem people just now have to depend on the company for their water. If the company is wise, if it does not want to stand in its own light, it will do this voluntarily, rather than do it grudgingly, when it is compelled to do so.

Salem people want to treat the company fairly and they are not going to ask the company to furnish them water free, or at rates that will not allow the company a fair return on its investment. At the same time they do not intend to longer pay more than the service, all things considered, is worth. They want to deal fairly with the com-

pany, but they want the company to deal fairly, honestly and justly with them. Will the company make this showing voluntarily and keep one of its most valuable assets, the good will of its patrons, or will it refuse to do so, and justly be under the suspicion of unfair dealing, and by its own acts get for itself the peoples enmity? It is up to it to decide, and it failing, then it is up to the people to invoke the remedy placed in their hands and act through the railroad commission.

WEALTH AND INSANITY.

HARRY THAW has again been dragged from the asylum in New York, in an attempt to show that he is insane or isn't, or something. This naturally calls up the question "why is it that nearly all criminals—if they have money—are insane? It is undoubtedly true, and the greater the crime and the more abundant the wealth, the more hopelessly insane the rich criminal is. It might be hard, under some circumstances, to prove this, but the records of our criminal courts establish it beyond a doubt.

Now, it is undoubtedly true that the poverty-stricken criminal is just as insane as his wealthy prototype, but he isn't able to prove it. Given a shrewd lawyer, a wealthy murderer and a couple of medical sharps who are specialists in the insanity line, and the combination will dig up a line of ancestors running back to the siege of Munster, with every individual generation saturated with insanity germs. It would seem from this that whom the gods would make mad they first make rich. The poor man, no doubt, could boast of just as crazy a lot of progenitors as the rich one, but, lacking the shrewd lawyer, the hair-splitting expert, the long bank roll and a well blindfolded judge, he can't prove it.

It is, therefore, really a cause of gratification that the rich criminal occasionally demonstrates that all our ancestors were "hughouse," and thus prevents us getting puffed up with pride.

This, by the way, might be a good suggestion for our mayor and councilmen to follow up. It might explain some things, and in this particular case it would take some slight evidence to establish their "non compos" condition—and would not require either a profound lawyer or very much wealth. A quarter's worth, at most, ought to do it.

START CAMPAIGN TO RAISE MORE FUNDS

Those in charge of the Willamette University endowment campaign are planning to open a two-weeks' campaign in this city for the completion of the \$100,000 in subscriptions from Salem.

During the campaign held in the city last spring some \$70,000 was raised. Efforts will now be directed toward raising this to the \$100,000 mark. Those who did not contribute toward the endowment in the former campaign will be the ones solicited during the coming two weeks.

Tomorrow noon a luncheon will be held in the Methodist church at 12:15, to which all men in the city who have subscribed to the endowment and those interested in the work are invited. The meal will be served by the ladies of the Methodist church. A charge of 25 cents per plate will be made.

The stout woman delights in referring to the other kind as "skinny."

ASSOCIATION HOLDS 56TH ANNIVERSARY

Central Baptist Association Meets With the First Baptist Church of Salem.

The Central Baptist Association meets here this week. The following program is arranged.

Wednesday Afternoon, April 16.

B. Y. P. U. Session.

1:30—Praise service, Ernest Arnold, Scio.

2:00—Welcome, Miss Marg. Copley, Salem.

Response—Miss Lela Stanard, Brownsville.

2:15—"The Blending of Youth and Age," Mrs. R. F. Jameson, Lebanon.

Discussion, Joe McAllister, Rev. A. M. Williams.

3:00—Address, "Young People's Work," Rev. Springston, Portland.

Special music, Brownsville.

3:30—Development, Irene Gilechrist, Albany.

3:45—Business hour.

Adjournment.

Evening.

7:30—Praise service, Charles Roth, Salem.

8:00—Address, Rev. H. E. Marshall, Salem.

Thursday Morning, April 17—Association Proper.

9:00—Preparatory service.

9:30—Appointment of committees.

Words of welcome, Rev. H. E. Marshall, Salem.

Response, Albany.

10:30—Annual sermon, Rev. R. F. Jameson, Lebanon.

Report of enrollment committee.

Dinner.

Thursday Afternoon.

1:30—Praise service, Rev. Williams, Lebanon.

2:00 digest of church letters.

3:00—State convention, Rev. O. C. Wright corresponding secretary and general missionary.

3:45—Sermon, Rev. Burleson, Scio.

Adjournment.

Evening Session.

7:30—Praise service.

8:00—Sermon, Rev. Elbert H. Hicks, Albany.

Friday Morning, April 18.

9:00—Prayer for the day, Rev. W. P. Elmore, Brownsville.

9:30—Home missions, Rev. H. E. Marshall, Salem.

10:00—Foreign missions, Rev. H. W. Davis, Eugene.

10:30—McMinnville College, Dr. Riley, McMinnville.

General discussion.

Dinner.

Friday Afternoon.

1:30—Praise service.

2:00—Woman's hour, Mrs. Jameson, Irising.

3:00—Pub. Society, Rev. Geo. L. White, Portland.

5:25—Bible school work.

4:00—Report of committees and election of officers.

Adjournment.

Evening Session.

7:30—Praise service, Rev. Cline, Brownsville.

8:00—Sermon, Dr. Hinson or Rev. A. C. Agar, Portland.

Unfinished business and adjournment.

PRETTY WIFE AND LITTLE SON MOURN

Swindler Simmons, Serving Time in County Jail, Leaves Family in Desperate Circumstances.

L. B. Simons, who is now languishing in the Marion county jail, because he could not pay a \$100 fine imposed by Justice of the Peace Hayes, of Woodburn, for beating a board bill, leaves a pretty wife and little son to shift for themselves in Portland, according to a report circulated here by several Woodburn citizens.

Simons brought trouble upon himself by selling stock in a phoney corporation known as the Co-operative Supply Co. He then failed to pay a board bill at the Doris Hotel, Woodburn, and left for Medford, where he was arrested. His wife and young son attempted to aid him in his trouble, but were unable to raise a sufficient amount of money to pay the hotel bill and the fine.

Why He Was Late.
"What made you so late?"
"I met Smithson."
"Well, that is no reason why you should be an hour late getting home to supper."
"I know, but I asked him how he was feeling, and he insisted on telling me about his stomach trouble."
"Did you tell him to take Chamberlain's Tablets?"
"Sure, that is what he needs." Sold by all dealers.

Your Blood Hood's

Needs the purifying effects of

Sarsaparilla NOW. Get it today.

SAYS 48 PER CENT IS NOT ABNORMAL

Instead It Leaves Only Small Margin of Profit for Insurance Companies, Says Underwriters.

"The fact that insurance companies of Oregon paid out 48 per cent of their receipts during 1912 has been commented on more or less intelligently," said an insurance man today. "The truth of the matter is that 48 per cent is a large amount to pay out in one year, when you consider that agents get about 20 per cent for getting the business, and there are countless other expenses besides the trade profit that must be figured. I recall that we consider 35 per cent losses in a year about the right amount, in order to make the business profitable. After paying out 48 per cent, there is a narrow margin, when you consider that so much must be set aside as a surplus and there are a multitude of expenses.

"There is no such thing as an insurance trust in Oregon, and the competition for business is so keen that the rate is whittled close enough to the profit margin.

"If insurance companies could claim all there was left after paying 48 per cent of losses, it would be a most profitable business. However, it requires a lot of sharp figuring and the reduction of expenses to the lowest possible sum in order to gain a reasonable income.

"Of course, years differ, and the percentage of losses may be greater or less than last year. The rates are figured scientifically nowadays, and each company must know just where it is at during all seasons."

Salem Heights Happenings.

Miss Hedwig Carlson, Miss Bertha Olson and Miss Hanna Olson, of St. Paul, Minn., visited over Sunday with Mr. and Mrs. Engdahl.

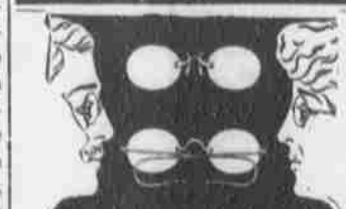
The boy scouts of Salem Heights took their first "hike" for the season Sunday, April 6. A very industrious and eventful afternoon was reported. The time was spent by the boy scouts in games, woodcraft, scout craft, practice in first aid and other sports. Good order was carried out to the letter. A good time was had and the boys intended going again. The scouts who made up the party were: Scout Master Grove Hemaley, Assistant Scout Master Doyle Smith, First Patrol Leader Arthur McClain Second Patrol Leader Arthur Wilson and Scouts Harry Baillie, Will Goble, Maurice Sawyer, Dewey Krohn, Jay Morris, Ernest Ross, Arthur Goble, Ellis Ross and Raymond Willson.

The boy scouts were instrumental in the circulating of the bills for the harbor.

Friday being Arbor day, the school children cleaned the school yard. A program consisting of appropriate readings, recitations and songs were presented in the afternoon.

The next regular meeting of the Improvement league will take place Tuesday evening, April 29. Remember the date, and arrange to be there.

The boys played their opening game of baseball Friday evening with the mute school team on the latter's grounds. The contest was not as one-sided as the score seems to indicate, both teams played by spurts and a good many errors were chalked up against both sides. After seven innings the score stood Mute school 5, Salem Heights 2. The lineup for Salem Heights was: H. Baillie catcher, H. Sawyer pitcher, H. Woodard first base, W. Goble second base, A. McClain third base, D. Willson shortstop, D. Smith right fielder, A. Miller center fielder, B. Ross left fielder.



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Ladies' New Spring Suits, Coats and Dresses

Spot Cash Buying does the work—the greatest values ever offered in Salem—Suits up to \$15.00, \$18.00 and \$25.00

Now, \$7.50, \$8.90, \$10.90 and \$12.90

Dress Goods and Silks

All new. No such stock to choose from in Salem. Come and see the extensive line laid out before you of the latest and newest weaves. Price, yard, 25c, 35c, 49c, 65c up.

New Spring Millinery

500 New Spring Hats to choose from, American and French models. No millinery shop prices asked here. \$1.49, \$1.98, \$2.50 and \$3.50 for hats worth up to \$2.50, \$3.50, \$4.50 and \$7.50.

Domestic Bargains

20,000 yards of all classes and kinds shown in every class and kind of Wash Fabrics. Prices, yard, 5c, 6 1-4c, 8 1-3c, 10c and up.

Coughs and Consumption.

Coughs and colds, when neglected, always lead to serious trouble of the lungs. The wisest thing to do when you have a cold that troubles you is to get a bottle of King's New Discovery. You will get relief from the first dose, and finally the cough will disappear. O. H. Brown, of Muscadine, Ala., writes: "My wife was down in bed with an obstinate cough and I honestly believe had it not been for Dr. King's New Discovery she would not be living today." Known for 43 years as the best remedy for coughs and colds. Price 50c and \$1.00. Recommended by J. C. Perry.

To Cure a Cold in One Day.

Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. GROVE'S Signature is on each box. 25c.

The more birthdays a woman has the less they count.

SALESMANSHIP TIP.

It has been said that nearly everybody sells something for a living—it may be merchandise, it may be houses or lots, it may be apartments or single rooms, or talents or efforts. Consequently nearly everybody is directly interested in an effective means by which he may reach his public. Those who have once used the Want Ads. know of their efficiency. Want Ad. value grows every day. The Wants are one of the modern features of newspaper service which immediately meet a demand. The Journal Want Ad. Columns are the greatest clearing house of the world of work—they have a substitute.

BIG SURPRISE TO MANY IN SALEM

Local people are surprised at the QUICK results received from simple buckthorn bark, glycerine, etc., as mixed in Adler's-ka, the German remedy which became famous by curing appendicitis. J. C. Perry states that this simple remedy antiseptizes the digestive system and draws off the impurities so thoroughly that A SINGLE DOSE relieves sour stomach, gas on the stomach and constipation INSTANTLY.

Journal Want Advs. Bring Results.

Don't be surprised if you have an attack of rheumatism this spring. Just rub the affected parts freely with Chamberlain's Liniment and it will soon disappear. Sold by all dealers. After reading of British suffragettes, American men are proud of American woman suffragists.

"My little son had a very severe cold. I was recommended to try Chamberlain's Cough Remedy, and before a small bottle was finished he was as well as ever," writes Mrs. H. Sils, 29 Dowling street, Sydney, Australia. This remedy is for sale by all dealers.

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The \$3.00 It is exactly the same as the \$4.00 book, except in the style of binding—which is in half leather, with olive green covers and gold lettering. Expense Bonus of \$81c

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